

FIG. 1

TITLE/DESCRIPTION	COUNTS	PERCENTAGE (%)
SHOPPING (SHOPPING GENERAL PREFERENCES)	1478	73.9
DEPARTMENT STORES	938	46.9
HIGH \$	573	28.7
SAKS	117	5.9
NIEMAN MARCUS	212	10.6
BLOOMINGDALES	24	1.2

FIG. 2

OPERATOR	PREFERENCE	CHARACTERS	WORDSTRING
0	596	9	OTHER DIRECT MARKET
0	599	9	OTHER DIRECT RETAIL
1	727	05	"DELL_"
6	651	05	"LEVL_"
6	651	06	"LEVI'S"
06	651	06	"LEVIS_"

FIG. 3

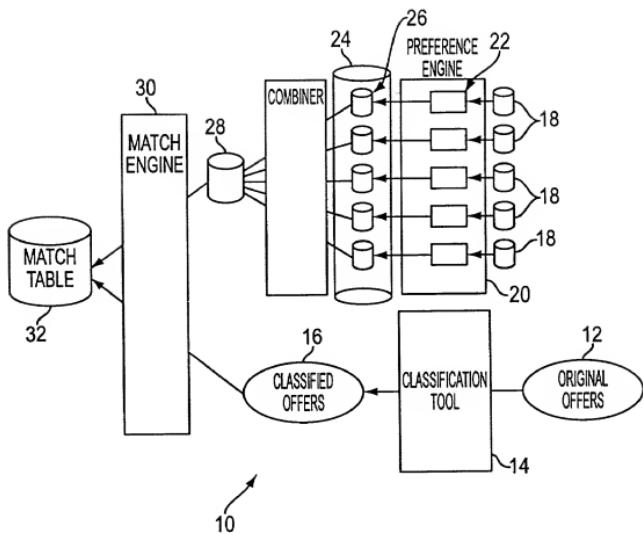


FIG. 4

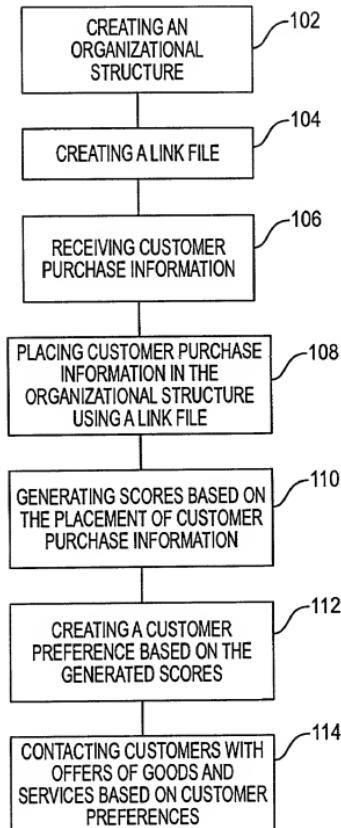


FIG. 5

TITLE/ACCOUNT	SCORE
SHOPPING	
CUSTOMER A	60
CUSTOMER B	20
CUSTOMER C	10
DEPARTMENT STORES	
CUSTOMER A	80
CUSTOMER B	30
CUSTOMER C	20
HIGH \$	
CUSTOMER A	70
CUSTOMER B	30
CUSTOMER C	20
SAKS	
CUSTOMER A	90
CUSTOMER B	10
CUSTOMER C	40
NIEMAN MARCUS	
CUSTOMER A	90
CUSTOMER B	60
CUSTOMER C	30
BLOOMINGDALES	
CUSTOMER A	10
CUSTOMER B	50
CUSTOMER C	50

FIG. 6